CANADA
STARTS
HERE
THE BC
JOBS PLAN
BRITISH
COLUMBIA

"As countries around the world struggle economically, British Columbia is using its position of strength to defend and create jobs in every community.

The BC Jobs Plans is about building on our advantages – our proximity to the biggest markets on the globe; our diverse population; our sound fiscal fundamentals – to lead our province and country like never before. But we can't do it alone. So join us in telling the world, Canada Starts Here."

– Premier Christy Clark

CANADA STARTS HERE

BC JOBS PLAN

Canada starts here

We are the westernmost province in our country and the first port of call for people and goods that come to Canada. We have both the opportunity and obligation to lead our country across the ocean and secure our place in the emerging economies of the Asia Pacific.

Our plan to create long-term jobs and investment in our province is about taking the strengths of British Columbia and converting them into competitive advantages to turn opportunity into lasting economic benefit for all British Columbians.

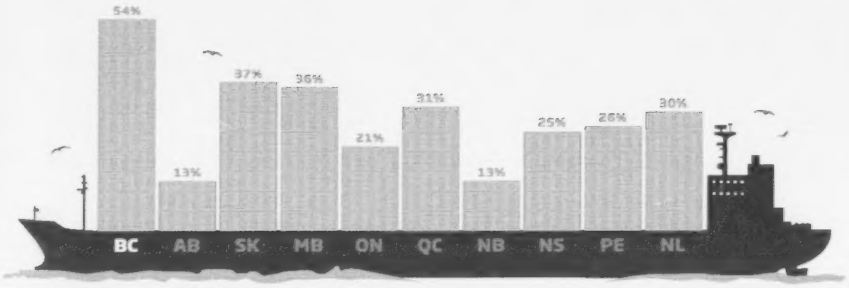
British Columbia has what it takes to create good jobs that families can count on. We have abundant natural resources, a highly skilled workforce, a diverse multicultural community and a strong foundation – with an AAA credit rating, low taxes for job creators, and a bedrock commitment to balancing our books and living within our means.

Last year B.C. came close to achieving a balanced budget thanks to strong fiscal discipline. The return to a PST/GST system will mean a larger deficit this year and next, but we remain resolute in its determination to balance the budget by 2013/14. And this commitment to fiscal discipline has resulted in the confirmation of our valuable credit rating by Moody's Investment Service – a premier global bond rating agency.

In B.C., we control our own fiscal future. Unlike some jurisdictions, we are not at the mercy of bondholders and banks. B.C. bonds go quickly when they're sold in the market, demonstrating just how confident investors are in our ability to pay them back.

Economies around the world are in turmoil, but we are a safe port in this unsettled economic storm. Policy makers look at Canada and British Columbia with envy. Now is the time to seize the opportunity to market ourselves as never before as the preferred destination for international investment and ultimately job creation.

While we continue to see investments in our province, we can and must do more. ***Canada Starts Here: The BC Jobs Plan*** is about taking our strategic competitive advantages and using them for the benefit of our entire province.



IN 2010 B.C. HAD THE HIGHEST PERCENTAGE OF NON-U.S. EXPORTS

LEADING THE WAY IN EXPORT DIVERSIFICATION

AMONG CANADIAN PROVINCES.

SOURCE: INDUSTRY CANADA, TRADE DATA ONLINE DATABASE

Unlike our friends south of the border, B.C. has seen a significant rebound in employment since the meltdown of 2008. Comparatively, we've done better than average, but more can and must be done to ensure that opportunity is within the reach of every B.C. community.

We will make the most of our strategic position as Canada's gateway to the Asia Pacific. We've leveraged it in recent years to grow our markets and reduce our reliance on trade with the U.S. – to the point where the majority of B.C.'s exports went to markets overseas in 2010. That makes B.C. unique in Canada, and it is another strength we can build on.

The world is changing. Markets are changing. Investors' perceptions are changing too. And even as other jurisdictions slow down and try to ride out the current climate of uncertainty, B.C. is poised to take full advantage – attracting new investment into our economy, creating and protecting jobs for families in every region.

This is at the heart of ***Canada Starts Here: The BC Jobs Plan***. It has three pillars to help us deal with today's economic uncertainty and emerge from it stronger than ever:

- Working with employers and communities to enable job creation across B.C.
- Strengthening our infrastructure to get our goods to market.
- Expanding markets for B.C. products and services, particularly in Asia.

Underlying these pillars are continuing commitments to ensure our skills and training programs lead the way to the jobs of tomorrow, and to maintain the prudent and fiscally responsible approach that our economy needs – and taxpayers deserve.

To accelerate growth, we are also leveraging the strengths of our most competitive sectors – natural resources, knowledge and infrastructure – to bring new dollars into our economy from our most important trading partners.

In B.C., we're at the crossroads of the world's biggest markets. We know where the opportunities are, and we know how to harness them. Together, through ***Canada Starts Here: The BC Jobs Plan***, we will make it happen.

BRITISH COLUMBIA: CANADA STARTS HERE.

British Columbia – Canada Starts Here

In today's turbulent economic climate, British Columbia stands apart. As Canada's Asia Pacific gateway, we hold the keys to economic development and diversification – not just for our province, but for all of Canada.

Traditionally, the U.S. has been our biggest partner. But today, it's our connection to the Asia Pacific that has the most potential to shape our prosperity. While the United States will continue to be our largest trading partner and strongest ally, for new economic and social opportunities, we must look west.

While so many other places are struggling, the Asia Pacific is witnessing explosive growth. China is poised to become the world's largest economy, and India's middle class is already larger than Canada's entire population. At 50 million people and counting, the Indian middle class will drive demand in that country as never before.

Japan has long been an important trading partner and the need for our natural resources has heightened as it starts to rebuild from the devastating earthquake and tsunami that struck in March and without fanfare, South Korea has now emerged as our fourth largest export market.

These countries need the products we export – copper, agrifoods, coal, lumber, natural gas and green technologies. They also have growing numbers of entrepreneurs and investors, some looking for institutions in which to learn in B.C. and others looking for safe, stable places to put their money and start new businesses.

British Columbians are ready to engage with these new economic contributors. For years, we've been building relationships across the Pacific, forming friendships and helping to develop new markets for our goods. These economic and social contacts have never been more important: mills, mines and countless other businesses across B.C. are operating now – providing jobs for families – thanks to overseas markets and investors. And this is just the beginning.

Around the world, investors make decisions worth billions of dollars every day. We need to capture their imaginations – and ultimately their capital – to create jobs and support public services and families who rely on them.

We have the advantage of our natural resources. But in today's world, that's not enough. We have to leverage our other advantages, including our multilingual, multicultural society, our investments in education and transportation infrastructure; and our reputation as a safe haven for investment in a time of global uncertainty.

With this plan, we are building on these strengths and clearing the way for economic growth. That means establishing a safe, solid investment climate. It means maintaining a tax regime that rewards investors. And it means taking leadership in emerging technologies and making sure our infrastructure is second to none.

Recognizing that job creation comes from the private sector, ***Canada Starts Here*** will build upon our current fiscal and economic strengths to create an environment where growth and investment can flourish, delivering the best fiscal, economic and social platform for job creation and skills development for all British Columbians. And as part of our commitment to open government, we will provide updates every six months on progress towards the targets we've set.

We will also continue to meet with job creators, communities, educators and labour organizations - government cannot build a platform for economic growth in isolation.

This is a living plan. It will be continually updated as new opportunities are identified. But we should be under no illusions: there are no silver bullets; no quick fixes. Building a foundation for solid economic growth takes hard work, dedication and time, with partnerships in every region of the province, across the country and around the world.

Canada Starts Here is built on consultation and the dialogue will continue. Over the coming months, we will open up new engagement opportunities to ensure all British Columbians have an opportunity to share in the wealth and promise of our province.

Enabling Job Creation

Entrepreneurial drive and spirit are hallmarks of our B.C. culture. We attract bright, talented, energetic people from around the world who want to live, work and invest here.

As part of this plan, the Ministry of Jobs, Tourism and Innovation will aggressively seek out entrepreneurs and work with them to create new jobs and new economic opportunities. A new Major Investments Office will

lead and work with ministries and agencies to bring new investment to key economic sectors, and to accelerate permits and approvals while retaining strong environmental, safety and public health standards.

The BC Progress Board will be transitioned into a new Jobs and Investment Board with a mandate to hold government's feet to the fire on clearing the way for job creation while continuing to monitor important social and economic indicators.

To further improve the investment climate, the government will consult with First Nations to create a new Aboriginal Investment Council to work more closely with First Nations to foster wealth-creating partnerships. These partnerships will promote First Nations with investors and provide economic opportunities for communities around B.C.

A number of agreements with First Nations will be announced in the coming weeks, opening new areas of the province to longer-term economic certainty and stability.

LOW TAXES – BALANCED BUDGETS – SMART REGULATION Around the world, Canada and British Columbia are widely seen as bright lights in cloudy economic times. Ten years of fiscal discipline have left our province well-positioned to absorb global economic shocks.

Canada Starts Here reaffirms B.C.'s commitment to returning to balanced budgets and retaining low taxes for families and for job creators.

Balancing the budget can demand difficult choices but the consequences of fiscal mismanagement are far worse. For example, countries in Europe are struggling with the aftermath of runaway debt and taxes, and investors are giving those economies a wide berth until they demonstrate some more prudent fiscal planning. British Columbia will capitalize on our fiscal strength by attracting new investors who are looking for safe harbours in an era of global investment uncertainty.

Recognizing the critical role of small business in job creation, ***Canada Starts Here*** includes two important measures.

First, to increase access to capital for business start-ups and expansion, we will enhance the successful Small Business Venture Capital Program tax credit, which encourages direct investments in new businesses. Currently, investors receive a 30 per cent refundable tax credit, supporting up to $100 million in investments every year and we will increase the value of this program by $3 million. Sectors that benefit include businesses creating opportunities in regional community diversification, clean technology innovation, interactive digital media production, export manufacturing, destination tourism, and research and development of proprietary technology.

The program allows individuals known as "angel investors" to put their own capital directly into an eligible small business and offer strategic expertise – helping to commercialize ideas, attract and retain employees, expand operations and compete in the global marketplace.

Second, as part of a broader review of the provincial tax system, the Minister of Finance will lead a consultation with business leaders and experts to develop recommendations to help support a globally competitive, diverse economy that supports jobs and innovation within the Province's balanced budget framework. The resulting proposals would be considered for Budget 2012.

To benefit all businesses, large and small, we will also act to ensure that investments can generate a faster rate of return. Projects cannot be allowed to languish for years awaiting decisions from government. With this plan, we are committing to a harmonized, transparent, time-limited permitting and approval process that gives investors a quicker 'yes' or 'no' and helps get projects off the ground faster – or back to the drawing board if they need further work.

Complementing this, we will undertake a new regulatory initiative – starting with action in the mining sector.

Many companies are waiting for word on mineral exploration permits and current backlogs mean they're waiting far too long – stalling their potential to create new jobs. As part of this plan, the government is committed to reducing the turnaround time for permits by reducing the backlog for 'notices of work' for mining by 80 per cent by August 31, 2012 and for water and land act tenures by 50 per cent by December 31, 2012.

These projects will still require a stringent environmental review and obtain all permits and approvals required.

Further actions, supporting a range of economic sectors, will be announced in the weeks to come.

Finally, we must recognize the significant strategic asset we have in BC Hydro. Competitively priced clean, renewable, reliable power has been the lifeblood of our industries for the past 50 years and today, the Crown corporation is refocusing and working hard to ensure that this remains a B.C. advantage.

Opening Markets

With our location and our relationships across the Pacific, British Columbia has been successful in opening markets for some of our products. For example, through a concentrated effort to build relationships and share expertise, we've seen explosive growth from 370 million board feet in 2007 to over 4 billion board feet this year. Since 2007, our metallurgical coal exports to China have soared from 140,000 to 3.7 million tonnes. And since 2006 the number of international students from China has risen by 57 per cent.

These are just three examples of the massive potential of Asia Pacific trade. By 2020, it's expected to reach $230 billion, with one-third coming from British Columbia.

Now is the time to go farther, faster.

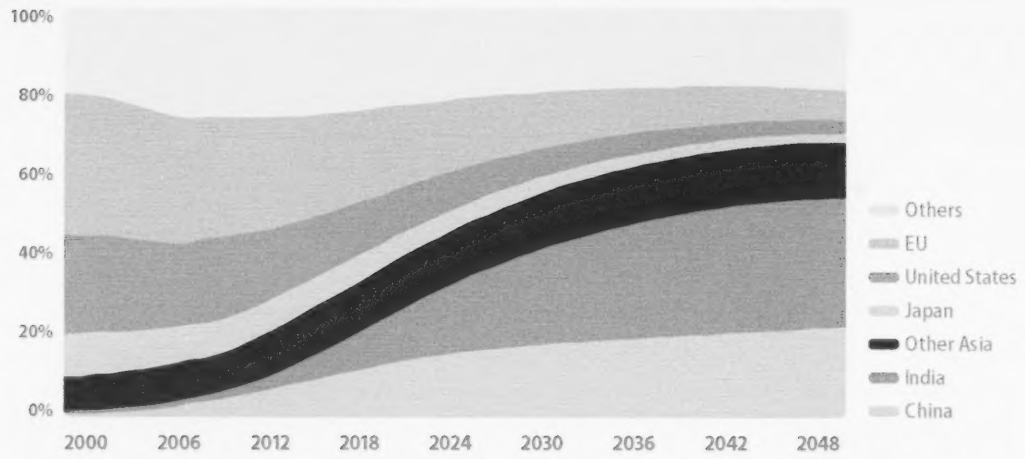
Now is the time to promote and foster open trade with the Asia Pacific.

Now is the time to get serious about the opportunities available today in China and South Korea, and those that lie ahead of us in India and Japan.

Our plan will do just that by doubling our international presence in the economies that matter most to the economic future of our province.

Families in the fast-growing economies of China, South Korea and India are gaining new buying power. As shown below, they will soon overtake the United States as the largest markets for everyday consumer goods – just as China is now competing with the U.S. as the largest buyer of B.C. forest products.

HISTORIC SHARE OF GLOBAL CONSUMPTION BY THE MIDDLE CLASS



Source: OECD Development Centre Working Paper No. 285 (2010)

Canada Starts Here will ensure that British Columbia prospers from these emerging trends. Building on the forest industry's inroads into China, the plan will focus on those sectors and industries in which we have a competitive advantage – and leverage our unique social and cultural ties with the Asia Pacific to make sure B.C. is top of mind when it comes to investments and market opportunities.

British Columbia's ties to Asia set us apart from virtually every other jurisdiction in North America. We will build on these relationships and seek out new opportunities.

We will also invite trade missions from Asia Pacific businesses as one more step in marketing our province as the destination of choice for global investment and a safe, reliable supplier of goods and services.

Our need to aggressively court both investment and markets has never been greater. Changing patterns in global consumption make it not just a goal but an economic necessity.

Getting Goods to Market

Enabling job growth and opening new markets will grow our economy and create opportunities – but all of this means little if our products can't get to market. We are fortunate to have infrastructure that meets the demand of today. Clogged ports, inefficient roadways and unreliable rail systems can all stifle growth, dampen the economy and undermine our quality of life. In order to keep up with the forecast demand from growth in Asian economies, it is essential we continue to invest in our critical infrastructure.

Canada Starts Here will ensure that our provincial infrastructure offers a competitive advantage for those doing business here, or using our ports to access markets to the east and south.

In order to ensure producers and shippers have reliable, accessible facilities, British Columbia is committed to further developing the Port of Prince Rupert and port capacity at Port Metro Vancouver including investment in the provincially owned corridor that connects Deltaport to Canada's rail transportation network.

The markets we open today will require continued investments in our airports. We will also continue to aggressively seek out partnerships with aviation companies to use Vancouver International Airport (YVR) and other B.C. airports in Abbotsford, Cranbrook, Victoria, Kelowna and Prince George as destinations for their passengers and cargo.

China Southern Airlines recently began providing service out of YVR. We will work to develop new partnerships, both passenger and dedicated air cargo, with other global aviation companies to help B.C. fulfill its potential as North America's premier aviation gateway.

Leveraging Our Competitive Advantages – Sector-specific Strategies

Along with the advantages we have as a province, B.C. has proven strengths – and untapped potential – in a number of economic sectors. To get results as quickly as possible, ***Canada Starts Here*** focuses on generating growth in areas where we already have a competitive edge, and where government action can enable employers in the private sector to do what they do best – invest and create jobs.

During consultations with key partners, we asked three questions to identify the sectors with the greatest promise for job growth, today and tomorrow:

1. Does the sector drive new investment in British Columbia?
2. Will British Columbia have a competitive advantage?
3. Can every community in B.C. – Aboriginal and non-Aboriginal – identify ways in which a sector can support their local economy?

Through this process, eight provincial sectors were identified as critical for B.C.'s growth, either through direct job creation or as platforms for future expansion.

In the coming months, the government will work with communities and industry partners to develop targeted strategies to help ensure these sectors can create more jobs and economic opportunity across B.C.

Natural Resource Sectors

Natural resources have always been the backbone of our economy. Today, as Asia undertakes the biggest urbanization in history, natural resources are in demand as never before – creating new opportunities for forestry, mining, natural gas and agrifood exports.

Canada Starts Here commits our government to working with these sectors to fulfill their potential and generate new investment, jobs and growth across B.C.

FORESTRY B.C.'s forest sector started to recover from the worldwide recession in 2010, thanks in large part to the work undertaken to open new markets for our products in Asia. Exports increased 20 per cent, lumber production was up 29 per cent, and jobs were up by seven per cent – in spite of continuing troubles in the American economy.

The U.S. is still the largest single market for our forest products, in particular our softwood products, but in the last three months of 2010 – for the first time ever in B.C. history – exports to China and Japan exceeded those to the U.S.

This is timely, given that the U.S. housing market has not recovered to its pre-2008 levels and is not forecast to do so in the foreseeable future. China is undertaking the largest residential construction program in its history, and we can play a significant role in providing the materials it needs to build high-quality housing.

In addition, our strategy for forestry will seek out other new market opportunities for lumber products. We will also focus on re-building in Japan, opening new markets for B.C. pulp and developing new bio-energy and wood pellet markets in Asia and Europe.

Seizing these opportunities will keep our forest sector growing and create jobs to support families and communities across B.C.

MINING Worldwide demand for coal, metals and industrial minerals has increased dramatically and it's expected to rise even more with continuing growth of a new middle class in places like China and India. B.C. mining products are essential ingredients to supporting the largest urbanization in human history – taking place in China and India.

Copper is building out the global internet. Steel making coal producers produce the strong, lightweight steel to make wind turbines. Zinc fortifies new structures housing families – zinc also saves the live of countless children in developing countries suffering from the effects of malnourishment.

There are no better mining companies in the world than those found in B.C. Our mining companies set the global standard for environmental responsibility in mines here and around the world. B.C. is an international mining centre and now we have an opportunity to finance new mining opportunities to supply the mineral demands of Asia Pacific.

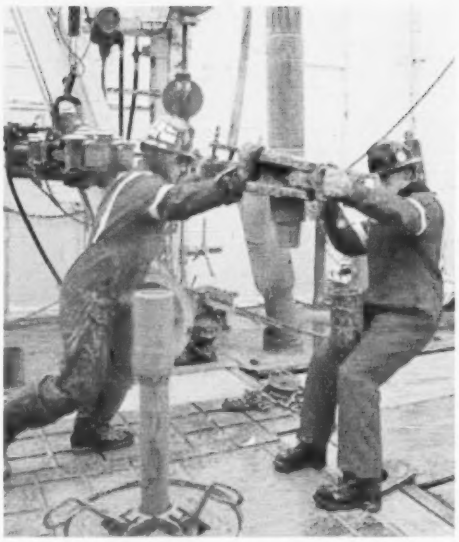
Mining produces enormous revenues for our province, especially our hospitals and schools. Mining in British Columbia generates wealth and economic benefits for B.C. families like few other industries.

B.C. is well-positioned to benefit from these global demands, with vast reserves of coal, metals and minerals, a highly-skilled workforce and the world's largest concentration of mining and exploration companies.

Canada Starts Here will build on these strengths, ensuring that we have eight new mines in operation by 2015, and helping to facilitate the expansion of at least nine mines currently operating in our province.

Investments such as the Northwest Transmission Line will open new areas to mining, providing clean, affordable power in places where communities are currently forced to rely on diesel generators. And the Ministry of Jobs, Tourism and Innovation, through the Major Investments Office, will work with proponents to accelerate approval of mine proposals so families and communities can benefit from their economic impacts as quickly as possible.

NATURAL GAS Historically, natural gas was not well suited for export unless it was shipped by pipeline. Today, new technologies can turn it into LNG – liquid natural gas – that can be loaded onto tankers bound for foreign markets, including Asia, or used domestically as transportation fuel.



Global trade in LNG doubled between 2000 and 2010. It's expected to increase by another 50 per cent by 2020 – and B.C. is ready to take a healthy share of that market.

Canada Starts Here commits the government to working with LNG export proponents to bring at least one LNG pipeline and terminal online by 2015 and have three in operation by 2020, assuming all environmental and permitting applications are granted. LNG exports have the potential to replace coal-fired generation in China and other energy hungry countries.

With BC Hydro, our government is planning to meet the power demands required by new LNG facilities. LNG expansion will not be held back by a lack of supply of electricity.

We will also examine opportunities to grow the market for LNG as transportation fuel, as well as Compressed Natural Gas (CNG) right here at home. We have the technology. The next step will be to increase demand by setting up LNG conversion facilities.

AGRIFOODS When it comes to creating jobs and building our economy, we often think of regulations slowing things down. In the agrifoods sector, our regulatory systems actually amount to a competitive advantage, given concerns about food-borne illness in products from some jurisdictions.

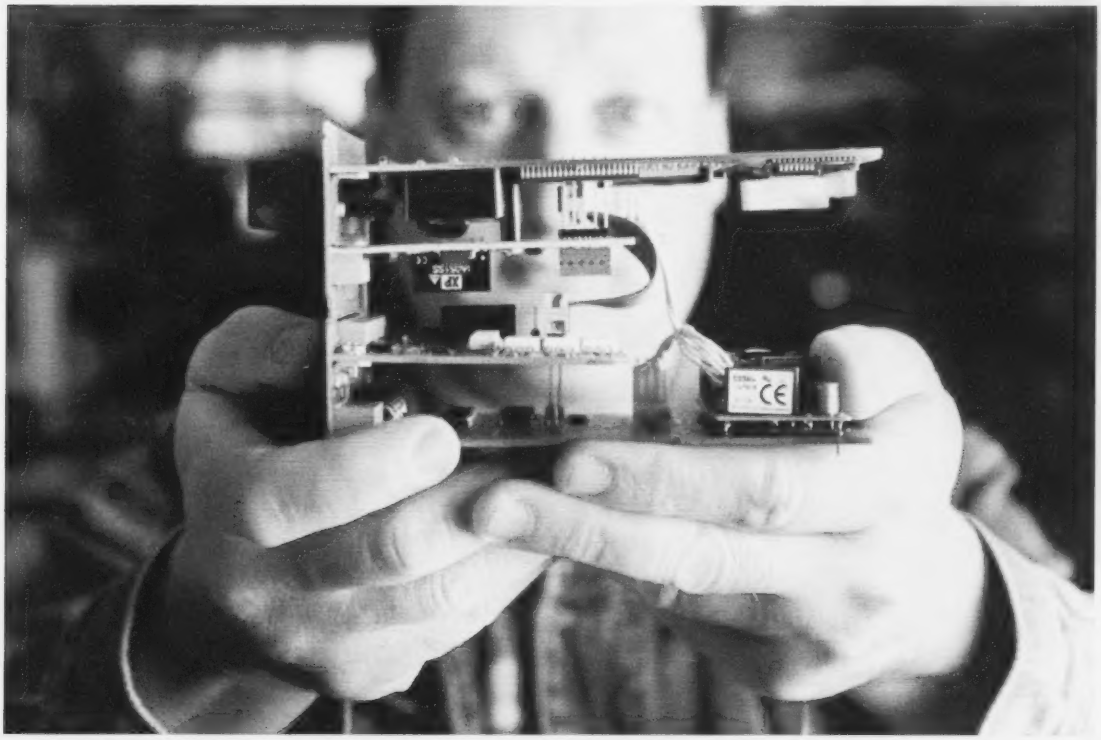
B.C. products are widely seen as safe and secure and that makes them more attractive in Asia Pacific markets. For example, our beef products are safer than ever, thanks to our strict and stringent farm-safety protocols. And many of our food products have a reputation for building health and vitality. As part of this jobs plan, foodstuffs like blueberries, cherries and salmon will benefit from being marketed in countries where producers see the strongest opportunities.

Closer to home, the government will work with its counterparts across the country to open new domestic markets to B.C. wines. With more than 700 vineyards, the industry produces a wide range of products and regularly wins international awards – but barriers exist to selling wine across provincial borders. ***Canada Starts Here*** will work to ensure that consumers across the country can sample wines from all producing regions of our province.

Our greenhouse producers have also seen terrific growth in the past 20 years. Tomatoes, cucumbers and peppers are among the products now marketed year-round from the Fraser Valley and Vancouver Island. As part of this jobs plan, we will commission a special report to identify opportunities for innovation in greenhouse heating, along with other ways to spur new growth in this important industry. The final report will be due by December 31, 2011.

Knowledge-Based Sectors

Technology and tourism are knowledge-based sectors we will build upon to attract, sustain and promote our export markets.



TECHNOLOGY, CLEAN TECH AND GREEN ECONOMY The 'green economy' starts in British Columbia, and now is the time to build new markets across the Pacific. With countries like China and India undergoing mass movements to urbanization, we have opportunities to offer them clean, efficient energy, waste reduction and health care solutions.

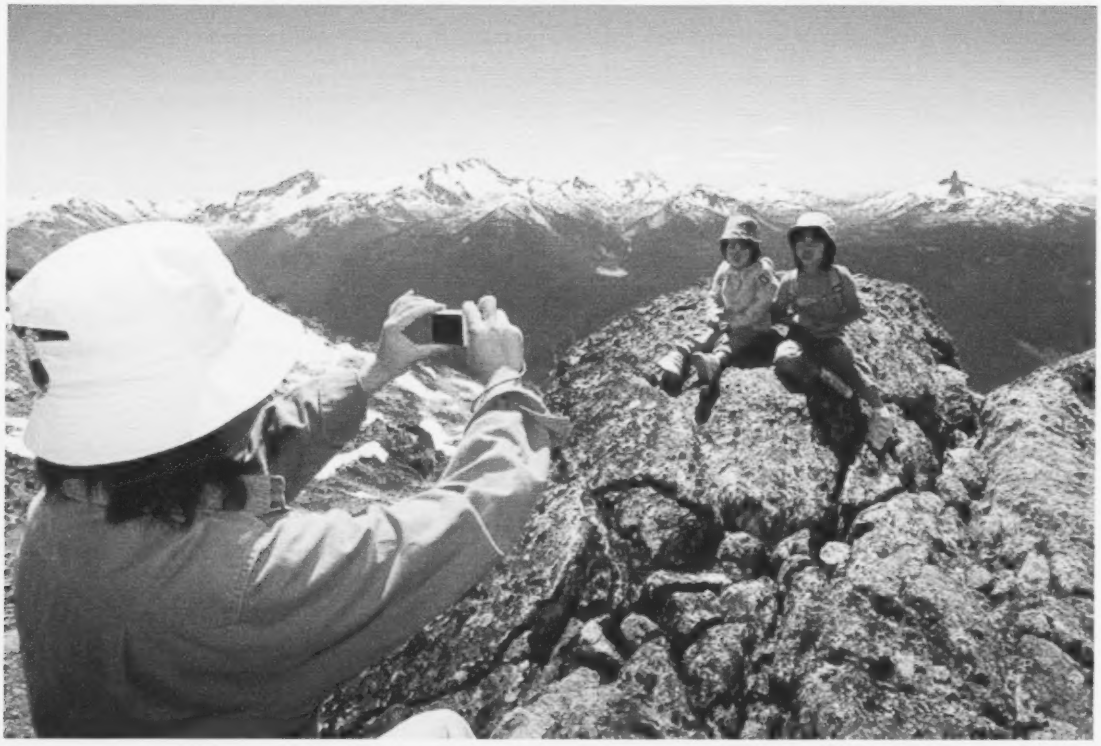
B.C. companies are at the leading edge, developing technologies to turn our abundant natural resources into renewable energy. Finding new markets for solar, wind, bio-mass and other technologies can help turn B.C. into a clean technology powerhouse.

Our province is, and will remain, a climate change leader. This puts us at the forefront of clean energy technology for both domestic use and export to new markets. In order to maintain this competitive advantage, we will work with clean-energy companies to find new ways to develop the sector.

In other areas, scientists and researchers need new support to get their ideas off the drawing board and into production. ***Canada Starts Here*** will foster that support through the enhanced Small Business Venture Capital Program tax credit.

This jobs plan will also leverage investments in Genome BC and the Michael Smith Foundation, helping to develop the commercial opportunities of tomorrow. And B.C. will work with the federal government to meet our workforce needs and expedite the immigration process for researchers and scientists in other parts of the world who want to bring their expertise to British Columbia.

TOURISM Tourism hasn't always been considered a knowledge sector, but in today's world, knowledge of international markets, emerging trends and consumer preferences can make all the difference in tourism promotion. We live in one of the cleanest, safest, most diverse and most spectacular places in the world – and that amounts to a competitive advantage.



With China's recent decision to designate Canada as an approved destination, we now have access to this market as never before. Just as Japanese tourism to our province increased with the rise of Japan's middle class, so, too, the emerging middle classes of China and India can be the tourists of today and tomorrow.

And while we develop these new opportunities, we must not lose sight of the markets that lie to the south and east. B.C regions all have amazing places to visit and with the current economic instability, rubber tire tourism opportunities are more important than ever as families search for exciting and affordable vacations. ***Canada Starts Here*** will refresh our approach to current markets and expand our destination marketing to attract new tourists from countries with emerging middle classes.

We will work with communities to identify new opportunities in emerging areas such as cultural tourism in partnership with First Nations, agri-tourism and adventure tourism. The more people experience our province, the more likely they are to return with plans to live, invest and create jobs here.

Finally, we have some of the best skiing in the world, and we are committed to making B.C. the number one skiing destination in North America. Currently, Colorado is the only destination that beats B.C. in terms of skier-days-per-year. We are going to aggressively market resorts and ski hills from across the province to increase in- and out-of-market skiers so they can experience the incredible skiing opportunities in B.C.

Infrastructure Sectors

Two of our greatest strengths as a province are infrastructure sectors – the transportation networks that move goods and people, and the education system, essential to so many aspects of our quality of life.

Actions in these areas generate jobs, but they also have a broader value, underpinning British Columbia's export and investment goals and furthering our reputation as a safe, stable place to do business.

TRANSPORTATION: PORTS, MARINE AND AEROSPACE British Columbia is perfectly placed to become the shipping destination of choice for exporters in Asia Pacific and North America. But we cannot rely on geography alone. Now is the time to expand the capacity of our infrastructure so we can manage higher volumes safely and efficiently, once the current economic turbulence subsides.

Building on a decade of investment in our ports, ***Canada Starts Here*** commits the government to working with industry and our federal partners to expand capacity at Deltaport and Ridley Island in Prince Rupert.

In terms of aerospace and aviation investments, British Columbia will work with the federal government to ensure our companies can access a greater share of federal aerospace research and procurement funds.

B.C. will also continue to examine the feasibility of setting up an International Trade Zone to attract new investment. More than 90 countries, including Canada, have some form of trade zone within their borders, offering tax and other incentives to encourage growth and job creation. This approach is recognized as an effective way to build new business, especially businesses focused on exports.

INTERNATIONAL EDUCATION Just as our infrastructure investments open up a transportation gateway to Asia Pacific, our efforts to increase international education can be a 'social gateway,' enabling the creation of new relationships between British Columbians and people from other countries.

B.C.'s education system is among the world's best and, while we've always counted on it to prepare our children and youth for the future, we've barely begun to tap its potential to support our economic growth. With rapid economic expansion in Asia Pacific countries, more parents than ever before want their children to receive an English-language education – and we have growing opportunities to attract and retain a much higher number of international students.

Many of these students will stay and build careers in British Columbia, helping to offset the impacts of our aging population and ensuring employers have access to a highly skilled workforce. In the shorter term, international students support local economies by paying for tuition, accommodation and living expenses and help support our educational institutions deliver high quality education for B.C. students.

In 2010 alone, international students spent more than $1.8 billion in British Columbia, supporting 22,000 jobs and generating $70 million in government revenue. That makes international education B.C.'s fifth largest export – with an almost unlimited potential for growth.

Following the lead of institutions like Thompson Rivers University in Kamloops, ***Canada Starts Here*** will aggressively build long term relationships in China, India and other emerging countries with the aim of growing our international student presence by 50 per cent over the next four years. This will mean an additional 47,000 students living, studying and contributing in British Columbia.

Knowing that our success goes beyond marketing overseas and requires tangible actions of government, a body will be set up to steer the implementation of the strategy and ensure there are dedicated international-education staff in our international trade offices to better reach out to prospective students abroad.

This approach will ensure that all communities and institutions have an opportunity to benefit. And we will introduce new regulations or legislation to expand and enhance our quality assurance for the sector, ensuring those who come to B.C. receive the best education and experience possible.

A Path to the Future

Canada Starts Here commits the B.C. government to doing what it takes to protect and defend jobs, and to promote B.C. as a safe harbour for new investment.

If we focus on the three pillars – enabling job creation, opening markets and getting goods to market – and maintain our strong foundation, people will have jobs, communities will have opportunities and the province will be able to fund the programs and services families need.

We've seen what happens when governments overburden themselves with debt and lose investors' confidence. Capital flees, companies leave and people lose their jobs. We came perilously close at times in the past. Opportunities passed us by. And we cannot allow that to happen again.

Canada Starts Here is a big part of our open government agenda. In fact, this plan belongs to all British Columbians. As of right now, our jobs plan website is live and open to your ideas. Go to *www.bcjobsplan.ca*, follow us on Facebook at *www.Facebook.com/BCJobsandEconomy* or join the conversation on Twitter at *#BCJobs*.

Send us stories and videos about new ways people in your region or sector are creating jobs and finding that first new dollar. Better yet, give us your thoughts on how government can help lead the way or get out of the way to spur economic activity where you live and work.

Canada Starts Here provides relentless focus on the areas where government can make a real difference to investors, communities and families across B.C.

NOW IS OUR TIME. THIS IS OUR PLAN.

Canada Starts Here: The BC Jobs Plan

Enabling Job Creation

1. Establish a Major Investments Office to:
   - Support job creation by working with investors who are proposing significant projects to coordinate and accelerate government's activities to support them.
   - Work with B.C.'s international trade offices to provide consistent and personalized business relationships and services to potential investors.
   - Work with investors to propose, coordinate, facilitate and negotiate solutions to problems impeding major investment opportunities.
   - Prepare offerings for potential investors, including approvals in place, zoning, labour supply and other investment-related issues.
2. Establish a BC Jobs and Investment Board to foster economic development within 60 days to:
   - Welcome investors to British Columbia and encourage investment.
   - Identify issues and processes that are potentially limiting development, and propose solutions.
   - Identify emerging opportunities for economic development.
   - Hold government accountable for delivering new investments to the province and facilitating new economic opportunity.
   - Members drawn from industry, research, First Nations and labour.
3. Establish an Aboriginal Business and Investment Council to:
   - Improve relationships between Aboriginal communities, industry and government to implement practical measures for economic development.
   - Enhance Aboriginal peoples' capacity for economic participation.
   - Transcend traditional Aboriginal and industry silos in project planning and development.
   - Provide investors with the tools they need to engage and partner with B.C. First Nations.
4. Advance and conclude agreements with First Nations to provide certainty for investors and more opportunities for Aboriginal communities and families.
5. Follow through with smart de-regulation:
   - Consult with local governments to expand mobile business licences, allowing employers to operate across municipal and provincial borders.
   - Through online consultations with citizens and businesses, develop outcome-based performance specifications for provincial regulatory processes.
   - Commit to a net zero regulatory gain from now until 2015.
   - Implement a Regulatory Reporting Act to mandate annual reporting on regulatory reform.
6. Enhance business access and productivity:
   - Work with communities and business to create Investment Attraction Strategies for each region of the province.
   - Work with communities to build their capacity to respond to and act on investment inquiries.
7. Support business start-ups:
   - Extend by three years the $31 million annual funding for the BC Training Tax Credit to help employers and apprentices to get the skills and training they need.
   - Improve and expand the existing Small Business Venture Capital Program tax credit.
   - As part of a broader skills initiative, work with post-secondary institutions to promote

entrepreneurship education, including expertise on effective business engagement in Asia.

8. Enhance the regulatory framework for forests, lands and natural resources with:
   - Measured progress in clearing the current backlog of Notice of Work and associated tenures – an 80 per cent reduction in the backlog and replace by August 31, 2012
   - Maintain an average 60-day turnaround for all new Notice of Work applications from 2013 onwards.
   - Reduce backlog of Water and Land Act tenures by 50 per cent by December 31, 2012.
   - Streamlined authorizations.
   - Common resource management standards and practices across sectors.
   - Excellent client services through clear application and process standards, improved access to services, and measurement of client satisfaction.
   - Establish service delivery timelines for project approvals.

9. Develop the potential of Liquefied Natural Gas by:
   - Targeting policy adjustments, investments and incentives to grow new markets in Asia, promote value-added industries, and support the development of innovative technologies.
   - Promoting and supporting the use of natural gas as a transportation fuel.
   - Driving efficient federal and provincial environmental assessments.
   - Fostering effective relationships with First Nations.
   - Focusing on LNG-related job opportunities in future skills training plans.
   - Planning for future power supply for LNG terminals.

10. Attract and retain more international students by:
    - Promoting British Columbia in key target markets.
    - Providing international students with an online gateway offering a no-wrong-door approach to key information.
    - Expanding and strengthening Education Quality Assurance.
    - Engaging in outreach to encourage international students to pursue further learning in British Columbia.
    - Working with all provincially funded post-secondary institutions to develop an internationalization strategy.

11. Create partnerships to ensure training spaces are matched with regional employment needs. This will include:
    - Create Regional Workforce Tables as a new platform for educators, industry, employers, local chambers of commerce, First Nations, labour and others to come together to plan how best to align training programs to meet regional needs. Their input will inform how the Province delivers regionally based skills development programs, including $15 million to further support regional post-secondary institutions in addressing local labour needs.
    - Providing up to $6 million a year to industry sector partnerships to help them identify their skill and workforce needs, with additional funding for upgrading skills so workers can benefit from these opportunities.
    - Hosting a trades training conference by the end of 2011, bringing all partners together to identify ways to enhance the province's trades training programs.

Opening Markets

12. Raise awareness of British Columbia as a safe, desirable place to invest by:
    - Implementing a promotional campaign to highlight British Columbia as a safe harbour for investment and job creation, and to attract new investments.
    - Creating a new Hosting Program to make sure potential investors have a positive experience when they visit B.C.

13. Increase B.C.'s visibility in key markets by:
    - Doubling our international presence overseas.
    - Ensuring there are dedicated international-education staff in overseas trade offices.

14. Promote and defend B.C.'s interests aggressively by:
    - Positioning B.C. companies to gain a larger share of federal contracts.
    - Reducing or eliminating protectionist measures in other jurisdictions through engagement and, where necessary, more formal means.

Getting Goods to Market

15. Gateway 2.0, the next step in developing our potential as the gateway to the Asia Pacific by:
    - Commit up to $50 million as part of an overall $200-million investment to improve capacity at Deltaport.
    - Increasing capacity at Ridley Island in Prince Rupert by investing in the Road Rail Utility Corridor Project.
    - A new $5-million investment in border infrastructure and information systems
    - Continuing implementation of $22 billion in Asia Pacific Gateway infrastructure commitments.
    - Aligning further investments with infrastructure needs of key industries, including LNG.

16. Partner with the federal government on infrastructure investments by:
    - Continuing to engaging with the federal governments' Budget 2011 commitment to infrastructure investment.

Preparing for the Opportunities of Tomorrow

17. To complement the immediate actions in this jobs plan, the government will also work with people across B.C. to identify new opportunities and ensure our communities are ready to respond. Actions in the coming months will include:
    - Enhancing access to skills and apprenticeship training throughout the province and refocusing labour market and training investments to meet regional labour market needs.
    - Extend the Apprentice Training Tax Credit for Employers and identifying possible enhancements.
    - Attracting more entrepreneurs and skilled workers from other countries, in partnership with the federal government through the Skilled Worker Program and the Provincial Nominee Program.
    - Exploring the potential for a single body to oversee formal credential assessments for foreign-trained professionals.
    - Improving First Nations access and outcomes in B.C.'s education system with consistent and rigorous analysis to identify what is helping Aboriginal students improve their education outcomes in successful districts and what barriers remain.
    - Providing funding for additional partnerships between public post-secondary institutions and Aboriginal communities for community-based delivery of programs that meet Aboriginal needs.

Targets on the Path to Success

Fiscal and Economic

- Top 2 GDP growth in Canada by 2015
- Top 2 in new job growth in Canada by 2015

International Education

- Increase the number of international students in British Columbia by 50 per cent over the next four years
- Strict new quality assurance system in place by 2012

Energy and Mines

By 2015, in concert with the private sector, B.C. will see:

- Eight new mines in operation
- Nine upgrades and expansions to currently operating mines
- At least one LNG pipeline and terminal in operation in Kitimat by 2015 and three in operation by 2020
- Mining permit (Notices of Work) backlog reduced by 80 per cent by August 31, 2012
- Water and Land Act permit backlog reduction of 50 per cent by December 31, 2012

Transportation

- Deltaport and Ridley Island terminal upgrades completed and operational by 2014
- Border Technology and Information systems in place by March 31, 2012

Aviation

- YVR to attract one new international carrier per year for the next two years to further develop trade and tourism between B.C. and the Asia Pacific

Aboriginal Relations

- 10 new non-treaty agreements in place with B.C. First Nations by 2015 to improve economic certainty

Tax and Regulation

- Small Business Venture Capital Program tax credit enhanced by 2012
- Extension of the Apprentice Training Tax Credit program for an additional three years
- Business tax competitiveness review to inform Budget 2012
- Commitment to net zero regulatory gain through 2015
- Regulatory Reporting Act enacted in 2012

AgriFoods:

- Report on the greenhouse industry completed and released by December 31, 2011

The BC Government will work with the Jobs and Investment Board and industry to review and set additional targets that will measure our progress on ***Canada Starts Here***.

We invite you to share your ideas

We invite you to share your ideas on The BC Jobs Plan at **www.BCJobsPlan.ca**

For additional copies of the Plan, please contact us at **bcjobsplaninfo@gov.bc.ca**

Scan this QR code on your smartphone and share your ideas now.

CANADA STARTS HERE

BC JOBS PLAN

BRITISH COLUMBIA

September 11, 2012